

Meeting minutes February 11, 2016
Approved March 10, 2016

The Purpose of the Oversight Board is to:

- *Assist in the development of public education and government access television in the City including by promoting the use of the public studio to citizens and groups throughout the City;*
- *Oversee the cable television public access facility/studio and assist the Public Access Coordinator, whom shall be responsible for the day to day operation of the public access facility/studio;*
- *Review memorandums of understanding between the city and relevant entities to assure implementation of PEG access;*
- *Make recommendations on the success of the programs in Phase I of PEG funding and based upon said findings make recommendations for expenditures of Phase II funding.*

Present:

Present: Barth, Chiarello, Cuniff, Gronich, Saagas, Willson

Absent: Bonnilla, Brownlie, Lesko, Richards, Albany CDA rep.

Meeting called to order at 6:05 PM with five members present. A quorum requires six.

Public comment

Dennis Karius: Asks when the new coordinator starts and recommends that PEGAOB stipulate how much notice a contracted coordinator must give before resigning from the position in order to avoid going without a functioning TV station. One month notice is not enough.

New business

- January 14, 2016 meeting minutes approved.
- Jake Sardos the selected coordinator met with the PEG board, though he is not yet officially hired. The Albany Community Development Agency [ACDA] planned to act on the contract a week ago but is now set to act on February 16. February 18 is Jake Sardos' anticipated start date at the Albany Public Library studio.
- The ACDA will not serve as fiscal agent next year.

Jake

- introduced himself, beginning with his volunteer work at OSM in Schenectady. He has experience with the Telvue server and program scheduling.
- understands his role of producing content to be equal parts pre-production, content creation [e.g., music videos], and post- production work.
- sees the value of social media as a means to advertise and distribute Channel Albany output.

In the absence of a predecessor, Joe Cuniff will approach Elizabeth Richards to assist Jake in his training.

Jake is not experienced as a webmaster and Joe C. explained we need another means to ensure that a program schedule website is maintained. A discussion followed about the loss of the URL and the need for a new one. Once established, Jake will keep the schedule up-to-date. Discussion turned to the coordinator's role in reaching out to the community, noting that the original job description was for 40 hours and is now a contract for 19 hours. Social media is a viable, partial vehicle for outreach, especially to a younger population. The Council of Albany Neighborhood Associations [CANA], an early partner in creating public access television channels, is a potential communication link. Jake Sardos will be introduced to CANA in an upcoming meeting.

Related challenges were noted:

- managing interns,
- a dull "continuity loop" where upcoming shows are advertised,
- creating "shiny" videos were discussed.
- The most recent inventory, dated 2010, is in the Appendix of a yet-to-be-released report to the Common Council

6:40 PM another Board member arrives which establishes a quorum.

- Nonprofit Mechanism

Marc G. presented a proposal as a member of the *Fundraising Committee*:

- The PEG board cannot on its own raise or receive money. It must create a 501c3
- Marc referred to his Feb 9th email with a nine page fiscal sponsorship application attached from *Innovative Charitable Initiative* which served as the basis of his presentation. He asked the board to act on it.
- Discussion follows.
 - o There is an engagement fee of \$400
 - o Do we have to purchase their liability insurance? If we need a fiscal agent why not use an Albany based not-for-profit? [ICI is from Menands]
 - o Joe C explained that these kinds of agencies are very hard to find.

Is PEG part of city government? Members responded:

- We can receive funds in the name of Channel Albany to cover certain costs.
- Quoting Valerie Lubanko: the city cannot receive donations. PEG is not a charity or not-for-profit.
- The Mayor must set up a 501c3.

Joe C. suggested we vote on the proposal, however not all members are ready to vote.

- There was no advanced notice that "nonprofit mechanism" would be on the agenda.
- There are mixed opinions about voting on a concept.
- A formal resolution to make the proposal clear is requested. Clarify the difference between a fiscal agent and a new entity.
- Identify all documents necessary to make this decision. See materials Cashawna Parker sent

- Issues in Cable Franchising [2 pg.],
- Franchise Renewal Agreement [30 pg.]
- Ad Hoc Committee on Cable Access Report & Recommendations July 2007 [3 pg.]

Further questions in anticipation of a future vote:

- Does PEGAOB have legal standing to oversee a not-for-profit organization?
- What are the initial costs? Marc G. quoted \$1000 and said that we can find a donor to cover those costs.
- Mario suggests the fundraising committee meet with Marc G. to review the proposal.
- Joe C. recommends the board decide at the next meeting.

Other comments:

- Ocasio - need more for a resolution to make his proposal clear.
- Mario - we cannot vote on a concept.
- Joe C. disagrees
- Mark B. - did not realize that nonprofit mechanism would come up for discussion and vote. To be prepared members need to see the agenda in advance of a meeting.

Consensus is that members have the agenda by the Monday before the meeting.

Joe C. says Roberts Rules recommends ten business-day notice to raise agenda items; however he has too much on his plate and asks that someone else takes this on.

Can recording secretary do it? Mark B. agrees to create agenda for forthcoming meetings.

- Items added to February 11 agenda for discussion.

Open stage media - Joe C reads Cathy Taylor / Tom Brownlie email regarding OSM and makes the following points

- a) OSM's studio fee of \$10,000 is too high and "a shell game" to give capital funds to an outside entity to do something for Albany.
- b) We can polish our PEG and be like OSM
- c) The server is already on its way to NSRT's office in Colonie

Marc G. suggests we vote on OSM.

Chris suggests we vote at the next meeting

Questions raised:

- Refer OSM questions to counsel?
- What are the results for the viewing audience and for producers of programs?
- OSM has always been helpful; why pay them now?
- How else would we spend the \$10,000?
- Can we be more proactive with OSM and negotiate the \$10,000?
- Will OSM shorten PEGAOB's learning curve?

Issues raised:

- A loss of Channel Albany's identity because OSM will broadcast Schenectady & Albany programs.

-OSM offers a webpage with the program schedule freeing PEGAOB to concentrate on other things.

-Moving the functionality to Schenectady is “throwing in the towel.”

-Merging might increase our eligibility for legislative grants.

-Consider a contract up to two years; see if OSM improves content and increases producers.

-Broadcasting live community meetings is not offered by OSM.

Discussion ends without resolution. As recording secretary I will place the OSM proposal on agenda for the March 10th meeting.

Old business

- Other Committee Reports. Three standing committees: *Fundraising, Technology, and Outreach*

Ocasio reports on *Outreach Committee*.

- It needs a campaign strategy.

- We have no money for printing materials

- CANA is a vehicle.

- Prepare blurbs about public access TV for Neighborhood Association mailings. We need to provide the language. Create M-peg file[?].

Channel 18 has plenty of spots for promotion.

- NB: Joe C recorded the state of the City address which played on channel 18.

Mario reports for *Technology Committee*

- Asks if there is information on the condition of our equipment.

- Can non-PEG board members participate committees?

Joe C response:

--Cathy Taylor can because she substitutes for Tom Brownlie as NSRT rep.

-- believes nonmembers CAN participate in committees.

Meeting adjourned at 8:20 PM to meet in executive session.